

FAMOUS PLAYERS THEATRES
NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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FAILURE OR SUCCESS?

Any intimate study of human behaviour, especially in its relation to an individual's success or failure as measured in terms of modern economic well-being, is bound to reveal many interesting and sometimes rather confusing facts ...

In Binstock's "The Power of Faith," the author makes some very sage observations ... the most intriguing being, 'FAILURES ARE MADE ONLY BY THOSE WHO FAIL TO DARE ... NOT BY THOSE WHO DARE TO FAIL,' ... and that presents quite a challenge to each and every one of us, and should result in some deep probing and soul-searching, and perhaps some very interesting conclusions.

Often we hear of men with a common background ... similar environments, education, interests and early economic upbringing ... and there the comparison ends. One goes on to become a successful leader in his chosen vocation, while his counterpart spends his days reflecting on his misuse of the talents he was born with. One had the courage, that intangible inner-drive which forces men to DARE TO FAIL ... the other gave up before he even got started.

This same yardstick can well be applied to us and to our mental attitude and relation to the industry in which we serve ... We have among us many who have DARED TO FAIL, and by so doing have avoided failure. They are the ones who get things done ... who are continually trying ... always striving, reaching for what at first sight appears to be an unattainable objective. By sheer persistence they battle their way through the ranks and up to the top. They DARE, and they DO.

There are the others too ... those who simply FAIL TO DARE. They not only are scared to death of trying anything even remotely tinged with the element of chance, but because of that fear, are even hesitant about trying ideas which had already been tested and proven, and actually handed to them on a silver platter. They have, and there can be no reasonable doubt about it, FAILED TO DARE.

Every few weeks we publish a list of prize winners. They are the ones who have dared ... and by their daring have achieved success and recognition. YOU TOO can have your name inscribed on that ever-growing list of daring Showmen ... if you always remember that FAILURES ARE MADE ONLY BY THOSE WHO FAIL TO DARE ... NOT BY THOSE WHO DARE TO FAIL.

D.E.K.

FAMOUS PLAYERS CANADIAN CORPORATION



1200 ROYAL BANK BLDG., TORONTO

LATE SHOPPING NIGHTS

More and more Downtown Businessmen's Associations in communities across Canada are forcing their municipal authorities to permit late opening of merchants on one or more nights a week. The accepted late-shopping night seems to be Friday, and the effects on our business are confusing to say the least. In some towns our managers report that their Friday business has gone up a bit, in others they tell us it has had no effect on us, and a few even report that it has harmed us.

It's all in the way you approach the problem, fellows ... and what YOU do to take advantage of the hundreds of extra shoppers who jam the down town streets on this night.

They just started the late Friday shopping in Vancouver, and I have reports from both Ivan Ackery and Charlie Doctor ... and fellows ... their boxoffices have been jingling like mad ... but only because the lads did something about it. Ivan and Charlie both jumped right on the bandwagon and saturated the city with clever advertising, by means of specially printed cards which are placed in the thousands of cars in all the down town parking lots, and good copy in their newspaper ads. They stress a suggestion and the offer of a service ... 'Shop and See a Show - We Will Check Your Parcels.' ... The idea is to get the local citizenry to make Friday their night out ... do their shopping, take in a show, drop into a restaurant ... and it's really catching on. If you don't believe me ... well, Charlie's receipts on Friday night, his 26th day of KING AND I, jumped by \$150.00 ... and Ack reports that his second week of MOBY DICK exceeded opening week by over \$800.00.

Friday night shopping is good for the merchants who go to a lot of trouble and expense to sponsor the idea ... and it can be equally good for YOU ... but there's a catch. You've got to do something about it too ... contact the businessmen's Association and work with them ... Work out a deal with your newspaper and radio people ... Offer free checking facilities as they do in Vancouver ... and if you happen to have a parking lot, have them purchase their ticket, park their car, do their shopping and then come in to see your show.

This is wide open guys ... and you can probably dream up a lot of gimmicks you can introduce to help you reap some of the proven benefits of this late shopping. Don't just sit back and groan ... GET UP AND GO ... and tell us what you've done so that we can pass the information along to others in the same boat.

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EXCUSE IT PLEASE

Fred Tickell has brought to my attention that while matrons are a 'must' in Ontario during such periods as juves are permitted in our theatres, the same does not hold true in Alberta, and quite possibly in other provinces. So fellows, check your own particular copy of the Theatre Act in your province for the correct information relating to the engagement of matrons. The story I ran in our last issue of BALLYHOO applies to Ontario alone. Thanks Fred for bringing this to my attention.

HOW ABOUT A FALL FESTIVAL?

Autumn isn't on the way, fellows ... IT'S HERE ... and I wonder how many of you have taken advantage of the cooler weather ... the end of vacations ... the return of the small fry to school, and any one of another dozen reasons I could very easily come up with ... to begin a concentrated sales drive for more customers and more ticket sales.

Some of our men do this as a normal and natural part of their routine Showmanship activities. Others, for some reason or other have to be prodded into it by constant reminders, and in some instances by actually having the details handed to them on a silver platter. YOU pick YOUR category, fella.

We have a lot of high-budget and truly terrific product coming up, and you don't have to be ashamed to shout it from your roof tops. Currently making the rounds are MOBY DICK, THE KING AND I, PARDNERS, HIGH SOCIETY, BEST THINGS IN LIFE ARE FREE, etc. and coming up in the near future, two of the greatest things that have happened to our industry ... WAR AND PEACE, and of course Cecil B. DeMille's THE TEN COMMANDMENTS. You will see them both at our upcoming convention, and then you'll know what we're raving about.

But ... for the immediate future ... have you a seasonal display in your lobby, with an attractive listing of the product you have coming to your theatre? Have you a FALL FESTIVAL going in your town? Have you arranged for an interview with your newspaper editor to try and sell him on a timely and certainly newsworthy item of interest to his readers ... what to expect from you and your theatre in the next few months?

Let's get crackin' guys ... November is too late to start a FALL FESTIVAL. The time is NOW ... RIGHT NOW.

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THOSE BOOKS OF TICKETS

How're your sales of books of F.P. tickets guys ... huh? Not as good as they might be? What's the reason ... or have you tried to analyze it? Could be that not too much effort is being put into their promotion, huh? S'funny ... but guys like Will Harper out Kelowna way and a few other eager beavers seem to do all right, all year 'round.

Some of you fellows wait until the very last moment ... a few days before Christmas to contact your potential customers, and in far too many instances are told that you're just a little too late. How about starting your Christmas selling well in advance this year? Some of the excuses used to be that the staff members stalled pushing their sales until the commission period arrived ... but that won't hold water now, as they're on regular commission fifty two weeks a year.

Let's get goin' guys ... and get some of those very important CASH BUCKS into our tills now. How about it?

CONTROLLABLE EXPENSES

Certain items of theatre operating expense are of necessity outside the realm of a manager's control ... Others, and they are in the majority, are definitely of a controllable nature. For some time ... especially during last year's very successful PROFIT BLITZ FOR FITZ we established a new record for the efficient control of all such expenses, and the elimination of many which were of no benefit to our theatres or our company.

Many managers continued this careful scrutiny and control beyond the period of our drive. Many others promptly forgot about it the day the contest ended, and some went on a crazy spending spree to try and make up for their frugality during the period that their expenses were closely scrutinized as part of our over-all Showmanship drive.

It all shows up in your reports fellows ... and in the comparison of this year's operating figures as against last year's. Pull out some of those B for F bulletins guys, and study them again, will you? Those bucks are just as important today as they were yesterday ... and in some instances, a whole lot more important.

First and foremost make sure that YOU personally order all supplies for your theatre, and YOU personally O.K. all bills. And ... let's not pay for items which were never received, eh? Let's start again to control our controllable expenses ... and let's keep them down to a reasonable percentage of the B.O. take. Remember ... 'A penny saved ...'

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YOUR STAFF QUARTERS

Every time we hold a meeting one of the important items under discussion is the proper appearance of your service staff members, the proper maintenance of their uniforms, and the importance of cleanliness and pride in their quarters.

I have visited theatres where the ushers' rooms are so filthy that they would be a discredit to the back room in a second hand shop. Uniforms are draped over chairs, or even on the floor. Dirty soft drink bottles, Kleenex and cigarette butts litter the whole room. The furniture - such as there is - is in a sad state of disrepair and stained. What a mess ... and I'll bet a plugged nickle the manager hasn't been within shouting distance of that particular room in months.

Smarten up fellows ... If you make your theatre a pleasant place to work in maybe you won't have so much trouble finding the proper staffs. Make sure there is a mirror in the room. Make sure the kids are encouraged to properly hang up their uniforms ... and when they require cleaning ... get them cleaned. Make sure that there is a locker for each member of the staff, for their personal belongings. Encourage good housekeeping in their quarters, and they'll act the same way on the floor. By the way ... have you read your Service Manual lately? Try it, huh?

MORNING SHOW RENTALS

Christmas is still a little way off ... but it's creeping up awfully fast. During this period of depressed business, many of our boys pick up a very important buck through the rental of their theatres to local firms and organizations for morning shows, childrens' parties, etc.

Some of our lads work a full year in advance, and we have on hand signed contracts for morning rentals for next Christmas. Others wait until the very last minute ... and then miss out on them. A common rejoinder on the part of the people approached is, 'Why didn't you contact me sooner ... I've already made other arrangements ...'

Don't get caught in the middle, guys ... get after those very important rentals RIGHT NOW. Contact your local industries, your organizations, the Unions in your town. They all ... or nearly all ... hold Christmas parties, and they prove a source of very important revenue to you.

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CHECK YOUR PHYSICAL PROPERTY

It's getting pretty chilly out ... we're right in the middle of our Fall season, and it stands to reason that Winter can't be too far behind. Now is a good time to take a good look at your roof, to make sure that you won't be faced with water seepage problems when the snow gathers. Take a good look at your marquee too ... it's a lot easier to make necessary repairs now than in zero weather.

And how about your cooling plant? Do you make a complete inspection before discontinuing its use for the winter? Do you take the trouble to clean all filters, and make sure that you don't lose your gas over the winter months? And what's with your heating plant? All set to go?

Take a good look around your theatre fellows ... all the way from the projection booth, to the stage area ... to your boiler room. Three or four months hence you'll be glad you did.

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SCHEDULING YOUR SHOW

I know that every manager has a specially printed schedule form which is made up for every change of program ... but I sometimes wonder how many really know how to properly schedule a show ... Far too many wait until the morning their program changes, and then start worrying about it and wiring or phoning their booker for changes. A few ... and I'm not kiddin' ... let their operators make up the schedule.... it's easier that way, and what's the difference if it results in a couple of hours of added overtime? Another thing that puzzles me is why some men can get along with the regulation two hour show ... and others MUST have 130 or 140 minutes. Have you tried figuring out how much those ten or twenty additional minutes for every change cost you over a year? Let's spend a few more minutes a week on our schedules fellows, huh?

HOW TO SCARE CUSTOMERS AWAY

Well ... one good way is to make them as uncomfortable as possible when they visit your theatre, and a good way to begin is by having your ushers ... or usherettes flash their lights in their faces every time they usher somebody into an adjoining seat. These constant, blinding interruptions can ruin the enjoyment of a production which may have cost several millions to bring to your screen.

I'm not referring to isolated instances. I visit many theatres, and catch at least part of a performance in each ... and far too often this misuse of the tools of the usher's trade make me just plain mad ... and I don't have to pay to get in. Imagine what the guy who had just paid two bucks for himself and wife feels like.

I've seen ushers flashing their lights across several aisles, and even from the orchestra floor into the balcony ... for no other reason except that he wasn't properly taught how to use it, and perhaps ... the manager never checks the floor anyway. I have even seen ushers signalling one another with their lights ... across the faces of many patrons who happen to be in their way.

I know that good staffs are hard to get, and that our turnover is terrific, but fella ... when you hire an usher or usherette, take a few minutes off to at least explain their duties to them ... and then check them when they're on the floor and point out any faults you may notice. Believe me, it will make for a much better staff, and certainly happier customers.

PROTECT YOUR EMPLOYEES' PROPERTY

During the past month we have had two instances of thieves entering our ushers' quarters and getting away with everything in the room, and that included all the clothing and personal effects. In both cases the rooms had been left unlocked ... as a matter of fact, there were no locks on the doors. Our insurance does not cover pilferage of personal effects, which means that those kids, who can ill afford it, had to take the beating.

Check the doors on your ushers' room today guys ... and make sure that they are equipped with locks ... that work. Make doubly sure that the locks are used and that the keys may only be obtained from a responsible member of your staff. Protect the kids on your staff, fellows ... they certainly deserve that.

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FIRE EXTINGUISHERS

Do you make a periodic inspection of all the extinguishers on the theatre premises ... and do you insist on their being checked and filled at regular intervals? Generally your projectionists can handle this ... if not, your fire department will do it for you, or you can have them serviced by the local Pyrene people. Keep right on top of this, guys ... Safeguard your theatre.

INTERRUPTION REPORTS

I know ... reports, reports and more reports ... and I don't enjoy them any more than you do ... but they're a very necessary part of our business, and the only way the lads in Head Office have of knowing what goes on in your theatre.

One of the important reports is the Performance Interruption report which must be completed and signed by the manager and projectionist every time there is an interruption ... regardless of the cause. It may be due to a power failure, film break, blown fuse, defective tube, or ... and it does happen ... carelessness on the part of the projectionist.

These reports are studied here, and where it is so indicated, steps are taken to prevent recurrence. You're not protecting anybody by not filing these reports ... as a matter of fact, you are doing a disservice to both your operator and yourself. So ... every time you have a blank screen, regardless of the cause, make sure that you file a Performance Interruption Report ... huh, guys?

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FIRST AID KITS

Do you have a First-Aid kit in a handy spot in your theatre? The best spot is right in your own office, where it is easily reached. Do you keep it properly stocked with all the necessary supplies? Do you know how to use it?

If the answer is 'yes' to all the above ... then you can forget I even mentioned it. If not ... well, what are you waiting for? It's a MUST in every theatre.

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CONFECTION SHORTAGES

Why is it that some of our confection bars come out even ... some a few pennies a week ahead ... while others come up with consistent week in and week out losses, some running into pretty important and sizeable sums of money?

Do you use the daily system of inventory? Are YOU the only one who has access to the candy stock? Do you personally take a check of your total inventory EVERY WEEK? Do you train your candy salesgirls before permitting them to take over on their own? Do you exercise the proper supervision over the bar? A lot of fancy questions, what? What's YOUR answer? It may also be the answer to some of those shortages we've mentioned.

NEWSPAPER TEAR SHEETS

Every manager is required to send copies of his ads, in the form of the complete tear sheets every week ... one copy to his District Manager and another to the Publicity Department. When's the last time you sent yours in boy ... huh?

DRUMBEATS COAST TO COAST

Wouldn't it be nice, fellows ... and what a pleasant change ... if, without any further exhortations on my part ... without the constant cudgelling and pressuring ... without appearing to beg or to threaten ... through the medium of some magic formula there were a sudden and spontaneous upsurge ... a revitalization, a reactivation of the oft-times dormant energies of every man and woman who manages a theatre within our F.P. framework.

Wouldn't it be swell ... if I didn't have to constantly admonish you to SELL ... SELL ... SELL, and to keep us informed of all your selling activities. You bet it would ... but maybe I'm just day dreaming ... and there will always be those who go along for the ride, and sit atop the wagon while the rest are doing the pushing.

You know what I mean guys ... We're right in the middle of what should be our best season. You're loaded with better pictures than you have played in some time ... We should be loaded with more entries than we can handle ... BUT ... the reverse is true. Even our regulars have slackened off a little, and there is the barest trickle of material reaching this office.

I'm going to say it again fellows ... this is YOUR sheet. This is YOUR VERY OWN 'BALLYHOO' ... You were the ones who firmly indicated that you wanted it to continue ... so, how's about doing something about it?

In addition to all the information disseminated through our sheet ... in the past few months we have distributed \$1500.00 in cash prizes. YOU may have been among the winners ... or you may not. If the latter is true, then you have no one to blame but yourself. I will say this ... the entries that do reach us, are examples of the very finest in showmandizing ... and we're really thrilled with the evidence of real, honest effort. The trouble is that only a handful of you guys even bother to report your activities.

Let's change that right now ... huh? We've got conventions coming up in a few weeks' time both in the East and the West... and I'm sure something will be said about your efforts during the past year, and the results of those efforts. Make sure that YOU aren't among the missing when the bouquets are handed out.

So much for that ... now let's take a quick glance at what I have on hand ... from the few who took the trouble to keep us informed in the past two weeks.

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Before we proceed ... thought I'd just remind you that THERE IS dough, as well as recognition and honours in Showmanship ... Just as an example ... Bill Burke, out Brantford way, knocked off \$300.00 for three firsts in the Exhibitor Showmanship Sweepstakes, in addition to which he must have corraled at least a couple of hundred more from us ... and that ain't hay. How's about you, fella ... or can't you use that extra moolah?

ORPHEUM - PRINCE ALBERT

Jack Mahon has sent in a copy of his submission to Exhibitor's Showmanship Sweepstakes ... on MAN WHO KNEW TOO MUCH, and it's a good, solid, all 'round selling job. The important thing is that it got him a lot of extra business. Let's see why.

To get things started, Jack entered a float in the annual Traveller's parade ... This consisted of four boys, each carrying a sign with pretty snappy sales copy, walking single-file, and followed by a completely bannered truck with good art and details of the pic and playdates.

Each Saturday, for three weeks in advance of his opening, boys carrying sandwich boards paraded the down town streets. On opening day, Jack's street bally consisted of a lad in convict outfit being chased along the street by a policeman ... the convict carrying copy suggesting that he was THE MAN WHO KNEW TOO MUCH.

This next stunt sorta backfired ... but not before it had attracted a lot of attention to the theatre and pic. Jack erected a gallows atop his theatre with a figure swinging from it ... The local gendarmes demanded that it be removed ... but not before the press and radio came out with stories about the stunt and the pic.

A good tie up with a local haberdasher netted Jack five Van Heusen shirts and five ties to be used as prizes ... also the merchant put in a fine window display in support of the pic.

Jack arranged to get a number of posters showing accident scenes with the proper admonitions, from the Workmen's Compensation Board ... imprinted them with MAN WHO KNEW TOO MUCH copy, and had no trouble in having them placed on the bulletin boards of many local plants and business establishments.

The local radio station jammed the airwaves with constant renditions of Doris Day's 'Que Sera Sera' with good pic credits. The classified columns of the local daily were used to good advantage with daily memos between a fictitious man and his wife ... with the accent on M.W.K.T.M.

The best deal was an excellent full-page co-op, paid for entirely by the participating merchants, and the most unusual one I have seen in a long time. It was headed ... 'Who is THE MAN WHO KNEW TOO MUCH?' and contained a series of pics showing a man with his face blanked out visiting the various business places. The idea was to identify him for gifts of guest tickets. Swell deal. In addition I see a bannerline across the bottom of the third page of the daily, reading ... 'THE MAN WHO KNEW TOO MUCH never advertised ... he just went broke.'

Several other items mentioned in Jack's letter ... and all of them good, but space will not permit listing them all. A fine all around selling job Jack ... and we hope you'll make out O.K. in the Exhibitor's Sweepstakes.

Keep it comin' ... huh?

PALACE - WINDSOR

O.K. Eddie ... so I accept your apologies ... but summer is now over and you have no further excuse for keeping me in the dark as to your activities. We'll expect to hear from you often, O.K.?

Eddie Lamoureux concentrated during the summer months on trying to build up his confection business ... and did a swell job of it. He really dressed up his U.N. flag promotion ... did a terrific dress-up job on his bar ... promoted many prizes in addition to the T.C.L. package deal, and sold so much popcorn that he had trouble keeping track of it. More important ... he got his girls so used to pushing this high-profit item that even at the conclusion of the contest they kept building their sales week after week.

As a sales incentive, Eddie ran a weekly contest for his sales girls, with the prize two pairs of hose for the girl on each shift selling the greatest number of drinks. It's amazing how the kids worked for the weekly prizes, and the terrific upsurge in the sale of his drinks ... especially the 20¢ size. Now they automatically ask each customer, regardless of what they purchase, whether they wouldn't like a nice cold drink ... and it's surprising just what the power of suggestion will do. They're selling an awful lot of drinks at the Palace.

So now Ed, how's about concentrating on selling some of your screen wares, and letting us know about it, huh? Can't sell confections ... even corn and drinks to empty seats you know.

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CAPITOL - BRANDON

I have a report from Len Turollo describing a very successful sales job on his engagement of THE LONE RANGER. Len knew that the adult appeal of this one was limited, and decided that he'd better do something to pack his matinees, if he was to get out with a profit on the week ... and that's exactly what he did.

A week before opening he tied in with the local Toy Shop, and arranged an excellent window display featuring exchange paper, photos and local copy displays. This tied in with the shop's display of LONE RANGER toys and other items. He also got a good break with the two dime stores in town, with excellent counter displays in each.

After clearing this with T.C.L., Len arranged to hand out the silver bullets provided by Nestles with purchases of pop corn, and also promoted a supply of autographed photos of the Lone Ranger and Tonto. Purchase of a regulation size box of corn entitled one to a bullet, and the 25¢ size netted a photo. Wha happen? Well me lads ... on the opening matinee he sold 650 boxes of 10¢ corn, and 50 at two bits ... a record for the house. He also established a new per patron record for the week.

While Len, as expected, didn't play to full houses in the evenings, he jammed out each of his three matinees, and wound up in the black on the week. Incidentally, his kid trade came to an even 50% of his attendance... so he must have had every young 'un in the city in his theatre, and then some. Nice going Len.

SHEAS - TORONTO

At first we had trouble getting that guy Bish to tell us what he was up to, in the way of attracting customers to his Bay St. show-shop ... Now we can't keep him out ... and that my friends, is O.K. with us. Now he sends along details of another one of his terrific promotions, and I think you'll agree with me that it's one of the best to date.

Perhaps I shouldn't have called it a promotion ... it was more of a sentimental salute to the Golden aged citizens of Toronto. Len had just finished the sixth week of KING AND I ... and thought what a wonderful treat it would be for the indigent senior folks of this city to stage a special morning performance, with all the trimmings in their honour. No sooner said than done. Len contacted the Toronto Telegram and they went overboard on the idea. The Tely undertook to invite some 2,000 of the elder citizens as their guests ... printed and sent out the invitations, and had some of their top executives on hand to greet the folks. Sixteen hundred showed up and got the thrill of their lives.

Maurice Boddington greeted and addressed the gathering from the stage, and presented the two eldest folks with five pound boxes of candy. Four dozen more boxes were given out through the courtesy of T.C.L. In addition, and unknown to Len, the Tely had ordered two thousand beautiful roses, and these were handed out to each and every one in attendance as they left the theatre. Len tells us that the whole deal was worthwhile if only to see the expressions on the faces of his houseful of guests.

But there were other compensations too. Radio and T.V. were most generous in their coverage of the event, and the Telegram, in addition to several stories in advance of this party, came out with a special page on the afternoon of the 'do' loaded with pics of some of the oldsters, and many complimentary references to the theatre, Famous Players, and needless to say, to THE KING AND I.

Len is in possession of more letters of thanks than he can remember ever having received on any similar occasion, including one from Bas Mason of the Tely ... thanking him for having allowed the Telegram to participate in this joyous event.

Thanks from us too Len, for having sent in the particulars so promptly. "Man Lives Not By Bread Alone" as you well know ... and this is a practical demonstration of that precept.

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CAPITOL - FORT WILLIAM

With our James hop-skip-jumping all over Western Canada in behalf of WAR AND PEACE, I have a brief note from his assistant R. Yasenik, in connection with one of their promotions.

Taking advantage of the current Hi-Fi craze, Jimmy has instituted a Hi-Fi intermission every Saturday evening, playing records promoted from a local music house. This merchant regularly advertises these sessions in his newspaper ads, and patrons are asked to send in requests. Just another F.P. service, sez James.

CAPITOL - HALIFAX

When Hilary found MOBY DICK on his booking sheet, he rolled up his sleeves and prepared for some really fancy slugging ... with the result that he wound up with what he describes as the biggest single campaign on any picture to have ever played Halifax.

First Hilary contacted the local Downtown Merchants' Ass'n. and convinced them that this was a 'natural' for them. Special meetings of the membership were called and it was agreed to go along. Every store in downtown Halifax put in special windows ... stressing the 'Whale of a Sale' theme, and followed through with coverage on their individual radio programs. In addition, it was agreed that all the down town merchants would keep their store fronts and windows lit up until after the theatre closed at night, which was indeed a shot in the arm and helped focus attention on the overall deal. 21 merchants in all co-operated.

As far as newspaper coverage is concerned, I have so many tear sheets before me, each containing excellent co-op ads that it would be impossible to list them all in the space at my disposal. I particularly like the seven column spread in Friday night's paper, loaded with MOBY DICK copy, and at absolutely no cost to the theatre.

The theatre was suitably decorated with festoons of flags borrowed from the Navy covering the entire front, from the roof to the marquee. In addition, two ten foot banners were placed on either side of the entrance. The lobby was devoted to displays put in by some of the merchants in return for their co-operation.

The overall deal must have been successful, as Hilary has a letter from the president of the Association thanking him for this opportunity to co-operate, and promising their help at any future time. Hilary got so engrossed in the campaign that he forgot he was supposed to be on holidays, and spent three days of his free time getting the thing together. Don't worry fella ... I'm sure James will see to it that you don't lose out. Our compliments on a very comprehensive campaign ... and business wasn't bad either, was it?

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And that winds up this issue folks. Do you blame me for not doing handsprings out of sheer exhuberance at the flood of entries which has turned out to be only a trickle ... and a very weak one at that? So what are you going to do about it, huh?

I took a little time out to go over the contents of many press books on some of the attractions you are currently playing, and the baffling thing is that if you only follow half a dozen of the leads contained in these books, you've got yourself a fairly reasonable campaign. Is that so tough, I ask you?

Oh well ... there'll be another issue on its way in a couple of weeks or so. All I can say is that I hope YOUR name will appear in it. Be seein' you.

Dan Krendel

PARAMOUNT - EDMONTON

That's what I like about that guy Wilson ... he doesn't just sit back and let a picture get by on the strength of the advance sales effort of the producers, or a pre-selling job done by the lads in Head Office. Bill takes no chances ... and plans an individual campaign on every attraction ... regardless of how big it is supposed to be. One such was KING AND I.

Bill made a deal with Capitol Records, and in return for a display in his lobby they provided him with all the L.P. records he required to feed the local radio studios. These in turn made excellent use of the recordings, every day during the run, with good credits to the pic and theatre. In addition Bill arranged very effective displays in eight record and stationery shops. He dressed up his entire confection bar with display material well in advance, and featured the paper-back copies of Anna and the King of Siam, on which the pic is based. In return for this, the Provincial News, distributors of the book, placed their fleet of trucks at his disposal, and you may be sure he knew what to do with them.

As his piece de resistance, Bill fastalked the folks up at Bruce Robinson Electric into kicking in a brand new Frigidaire for a giveaway. To keep the deal kosher, Bill had his customers guess how many homes could be built out of the sets which were used in filming THE KING AND I, (for your information ... 2000) and did he ever get entries? 23,000 he tells us ... Could that be right, Bill? Seems like an awful lot of contestants. Well, of the total, 28 came up with the correct answer, and the Bruce Robinson people came up with 27 additional prizes for use as consolation prizes. The first answer in was adjudged the winner.

Bill even dressed up the handling of the ballots, and had one of his ver-r-r-y cute usherettes attired in what I suppose was a Siamese costume, handing them out. You may be sure that plenty of Hemales went for the deal just because of her.

A good selling job on a good picture, and business was even better than had been anticipated. So ... take a leaf from Bill's book guys, and sell the BIG ones as well as the others.

.x.x.x.x.x.

Well me hearties ... this winds up our BALLYHOO for this trip, but we're already readying one for about two weeks hence. Get your stuff in to me pronto, huh ... so we can say something nice about you too.

Remember it's Fall ... and we're right in the middle of what should be our top season, and we do have a little ground to catch up in order to equal last year's figures. Whether we do or do not is entirely UP TO YOU ... and we ain't kiddin'. If you don't get out and sell, you'll simply be faced with the problem of thinking up a lot of excuses ... and that ain't no cinch these days. The only thing in your theatre that has a right to sit on, or in its can is the film ... Get it? See you soon.

Dan Krendel